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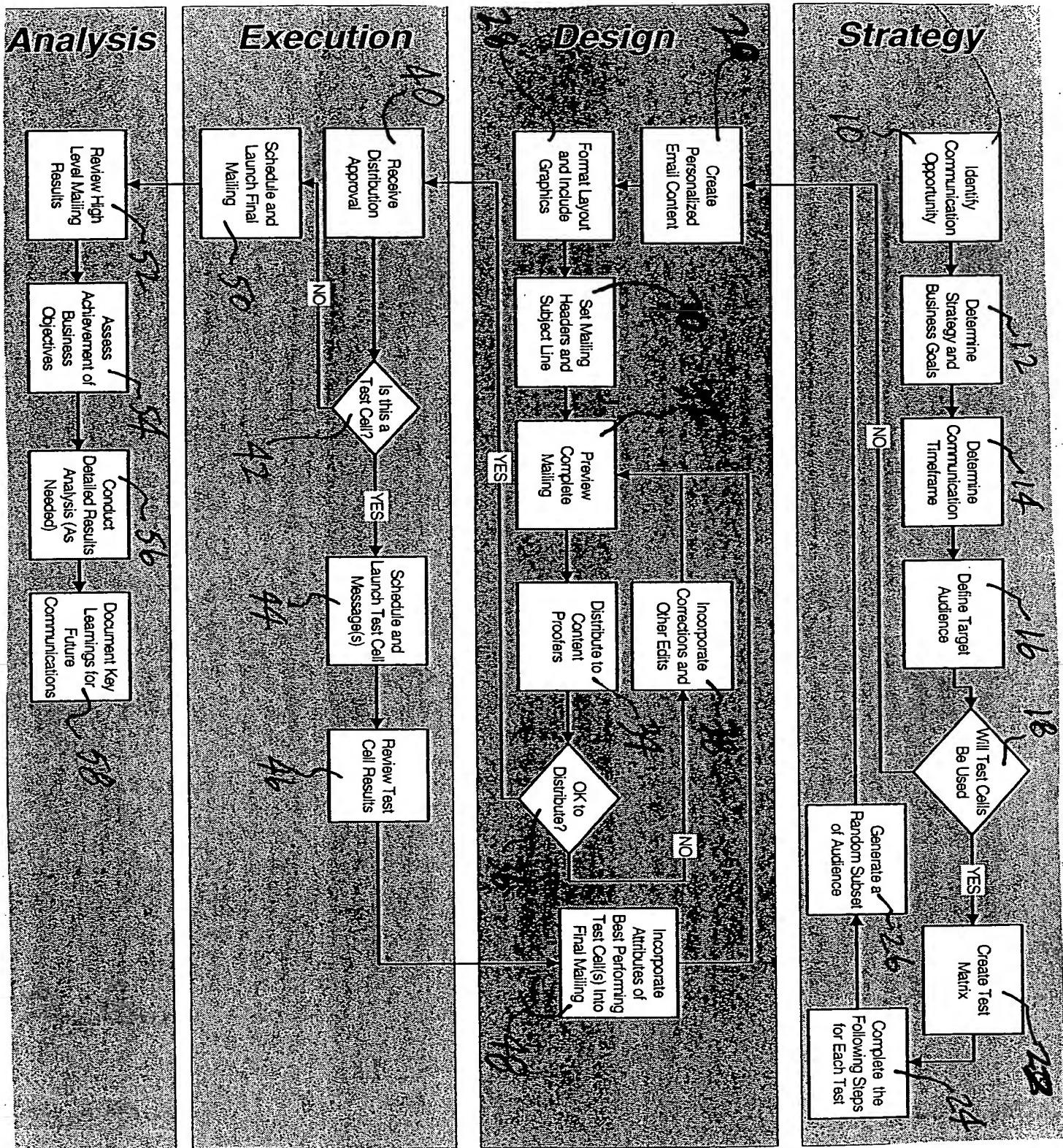


FIG.2

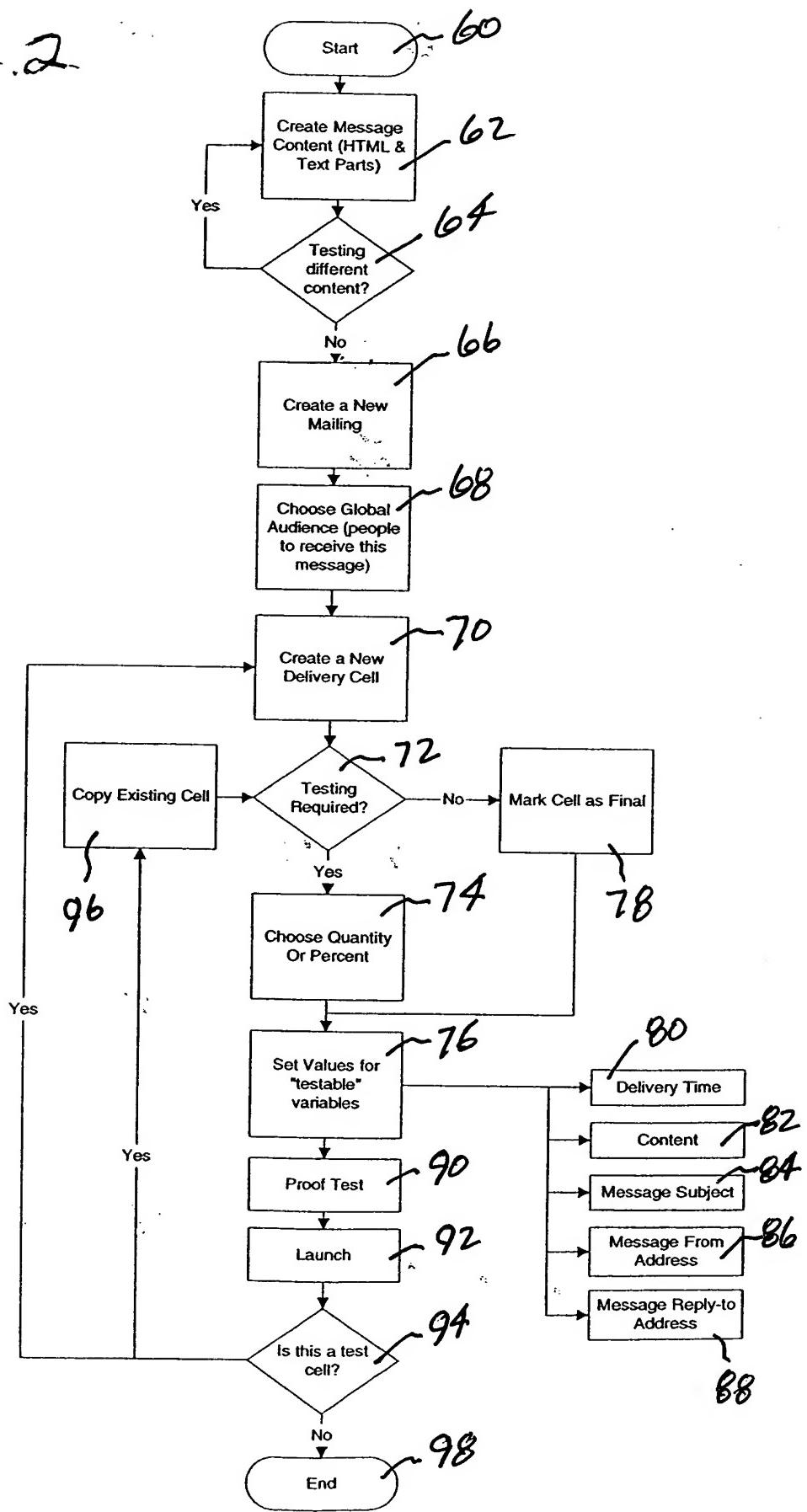


FIG. 3

NEW BUTTON

1. Add a row to the formats iframe
2. Set default values as follows:

Field	Value
Name	Message Cell #n
Status	Draft
Message Type	Random Sample (Quantity radio selected)
Mailbox	Default marketing mailbox

- All other values are blank or unset

FIG. 4

COPY BUTTON

1. Copy the currently highlighted row.
2. Create a new row in the formats iframe and highlight it.
3. Load the data for the newly created copy into the bottom edit area.
4. Per field handling is as follows:
 - Copy the following as-is: Document, Proof List, Subject, Mailbox, From Name, From Address, Reply Name, Reply Address
 - Name – prepend “Copy - ” to the current name
 - Status – set to ‘Draft’
 - Message Type – always clear out the value and select the ‘Quantity’ radio button
 - Send Date/Time – unset (no value)
 - Send Proof on Update checkbox – unselected
 - Created By and Updated By – account id of the currently logged in staff person

FIG. 5

DELETE BUTTON

1. Alert a confirmation message
 - o If the message cell was loaded from the database, then alert "Are you sure you want to delete? To cancel this operation you must abandon all current edits"
 - o If the message cell was created during the current edit session, then alert "Are you sure you want to delete? This operation can not be undone."
2. Clear all data from the bottom edit area
3. Delete the currently selected row from the iframe
4. Do not select another row in the formats iframe and disable the bottom edit area.

FIG. 6

MESSAGE CELL EDITING

1. If the user highlights a message cell where the status is 'Complete' or 'Closed' then disable the message cell from being edited. The user will still need the ability to view the message cell in a read-only mode.
2. The user cannot delete a message cell if the num_sent is greater than 0.
3. The first time a message cell is loaded in a mailing edit session, the 'Send Proof on Update' checkbox should be unselected. Subsequent loads during the same edit session should maintain the state of the checkbox (stay checked if the user checks it).

FIG.7

MESSAGE CELL CREATE/UPDATE VALIDATION

1. Required fields that should cause an alert and delay the update of the message cell:
 - Name
 - Status – inherently required since the select box won't contain a -- option. No checking code required.
 - Message Type – the user must either
 - Check the 'Final' checkbox, or
 - Select 'Quantity' or 'Percent' and enter an integer value in the input box
 - Send Date/Time
 - Document
 - Subject
 - Mailbox
2. There can only be one message cell marked as 'Final' for a given mailing. Once any message cell is marked as final, we will disable the 'Final' checkbox for all other message cells.
3. The user cannot mark a message cell as 'Final' unless all of the other message cells have a status of 'Complete' or 'Closed'. This means that you can't create a test cell and a final cell in the same edit session.
4. If a 'Final' cell exists, then no other cells can be created and both the 'New' and 'Copy' buttons will be disabled.
 - *Caveat:* a 'Final' Cell can still be deleted as long as the num_sent value is 0. So, when a 'Final' cell gets deleted using the 'Delete' button, the 'New' and 'Copy' buttons on the Delivery tab should become enabled.
5. If there are multiple message cells that have a Message Type of 'Percent' then the total of those percentages cannot exceed 100.

FIG. 8

Mailing Console (jason)

Top Level > Marketing > Monthly Newsletters

	Name	Launch	Status	Sent	Delivered	Opened	All Open	Clicked	All Click
1	July Newsletter	07/22/2003 09:00	Complete	165000	156746	98202	98202	12541	12541
2	October Newsletter			0	0	0	0	0	0

Records Found: 2

Mailing ID: 1

Status: [no value]

Planned Launch: 7/22/2003 9:00 AM

Send Date/Time: 07/22/2003 09:00 AM

Created: [no value]

Last Updated: 09/30/2003 01:52 PM

Mailing **Delivery** **Debug**

Name: July Newsletter

Category: Marketing
Monthly Newsletters

Audience: Segment - Marketing Opt-In

Audience Count: Not Calculated **Calculate**

URL Parameters: &cpn=julyNewsletter

Notes

July 2003 Customer Service OnTarget Newsletter.

Update **Cancel** **Delete** **Sp. lling**

User: Jason Mittelstaedt 5:19 PM Done

Fig. 9

Mailing Console (jason)

Top Level > Marketing > Newsletter

Name	Launch	Status	Sent	Delivered	Opened	All Open	Clicked	All Click
1 July Newsletter	07/22/2003 09:00 Complete	165000	156746	98202	98202	12541	12541	0
2 October Newsletter		0	0	0	0	0	0	0

Records Found: 2

Mailing **Delivery** **Debug**

Name **Status** **Send Date/Time** **Sent** **Delivered** **Opened** (%) **Clicked** (%) **Replied** (%) **Unsub.**

Subject Option A - 9am PST	Complete	7/20/2003 9:00	8250	7837	5094 (64%)	784 (10%)	39 (3%)	8 (8%)
Sub Option B - 9am PST	Complete	7/20/2003 9:00	8250	7825	3521 (44%)	470 (6%)	39 (3%)	8 (8%)
Sub A - 2pm PST	Complete	7/21/2003	8250	7846	4315 (54%)	628 (8%)	39 (3%)	8 (8%)
Final	Complete	7/22/2003 9:00	140250	133238	85272 (63%)	10659 (7%)	533 (5%)	133 (13%)

• Name: Subject Option A - 9am PST
• Status: Complete
• Cell Type: Final
• Send Date / Tim: 7/20/2003 9:00
• Quantity: 5
• Percent: 8
• Document: July '03
Browse **Preview**
• Subject: July OnTarget Newsletter
• Mailbox: Marketing
From: RightNow Technologies
Reply To: RightNow Technologies
Proof List: Send Proof on Update
Address:
Update **Cancel** **Delete**

Spelling

User: Jason Mittelstaedt

Done

5:20 PM